MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMK3074 – GLOBAL MARKETING

(All sections / Groups)

17 MARCH 2018
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (including the cover page) with 5 questions only.

2. Answer **ALL FIVE (5)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

What are the major differences between global, foreign, and local consumer culture positioning? Give examples of how companies are trying to lure customers using these positioning strategies.

(20 marks)

QUESTION 2

How can buyer attitudes about a product's country of origin affect marketing strategy? Explain with appropriate examples.

(20 marks)

QUESTION 3

How can political turmoil and other adverse environmental conditions affect global marketing?

(20 marks)

QUESTION 4

The digital revolution may lead to the creation of cashless societies where payments are conducted digitally using smartphones. Discuss some of the benefits and problems of a cashless payment system to global marketing.

(20 marks)

QUESTION 5

With competition increasing among institutions of higher learning, how should a university utilize the layers of advantage strategy? Explain with appropriate examples.

(20 marks)

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